7 March 2008, National Association Forum (NAF), Mumbai, India

WFA Compendium
BEST PRACTICE GUIDES AND MODEL CONTRACTS

The following document is available on the website of the WFA (www.wfanet.org). The list may not be exhaustive. While mainly documents are freely available to the general public, a number of documents are only available to members of the association. Others are only available for purchase.
If you would like to add or to change any information on this list, please contact Caroline Ceska, (c.ceska@wfanet.org)

AUSTRALIA
Source: AANA
Contact: Carmen Gerges, carmen@aana.com.au
www.aana.com.au

Comment: The Best Practice Documents are currently under review.

- How to Undertake a Pitch - AANA Pitching Ethics Practice Note
- How to Caption Your Television Advertising
- How to Conduct Responsible Sponsorship in Schools
- How to Select a Media Agency
- How to Formulate a Client / Agency Agreement & Intellectual Property Ownership Guidelines
- How to Maintain an Effective Client-Agency Relationship
- How to Evaluate Creative Agency Performance
- How to Evaluate Media Agency Performance
- How to Assess Sponsorship Proposals, and Develop and Manage Agreements
- How to Remunerate your Agency
- How to Conduct Responsible Advertising on the Internet
- How to Develop Responsible Outdoor Advertising
- How to Develop Talent Agreements
- How to Factor Digital Television into your Advertising
- How to Negotiate Photographic Right
- How to develop responsible advertising to children
- How to understand advertising media
- Industry Overview Paper
- Intellectual Property Ownership

BELGIUM
Source: UBA
Contact: Bob De Paepe, bob.depaepe@ubabelgium.be
www.ubabelgium.be
Available in Dutch and French

Contract Models
- Contrat-type entre annonceurs et agences de publicité
- Contrat-type entre annonceurs et agences pour le Brand Activation et Direct Marketing
- Contrat-type entre annonceurs et Bureaux d'Etude de Marché

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Best Practice Guides

- Code de conduite en matière de compétition dâAgences de Publicité
- Code de conduite en matière de sélection de Bureaux-conseil en Relations Publiques et en Affaires Publiques
- Media agency pitches : a code of conduct (English only)
- The Client Brief : Guidelines du secteur pour briefer les agences de communication et collaborer efficacement avec elles

BRAZIL
Source: ABA (Documents only available in Portuguese)
Contact: Rafael Sampaio, rafael@aba.com.br
www.aba.com.br

Best Practice Guides

- Search and selection of advertising and communications agencies
- Relationship between advertisers and agencies
- Guidelines for better advertising and communications briefing
- Production of sound and images for advertising purposes
- Selecting and contracting casting and talents for advertising purposes
- Organization, structure and management of consumer affairs departments
- Searching and contracting people and suppliers for consumer affairs departments
- Organization and structure of corporative affairs departments
- Guidelines for relationship with the press
- Guidelines on media research, planning and negotiation
- Guidelines on event planning and execution

Contract Models

- Contracting advertising agencies
- Production of sound and images for advertising purposes
- Contracting casting and talents for advertising purposes

FRANCE
Source: UDA (French version only)
Contact: Didier Beauclair, DBeauclair@uda.fr
http://www.uda.fr/index.php?id=60

Available for non-UDA members (only available in French):

- Relations publiques : France, Europe, Amérique du Nord, les entreprises prennent position (UDA-Syntec RP, 2000) - gratuit adhérent et non adhérent
- Baromètre UDA-CSA sur la communication d'entreprise (6e édition 2007) - gratuit adhérent - 100 € HT non adhérent
- La communication de crise (2003) - gratuit adhérent - 100 € HT non adhérent
- Faire vivre le développement durable dans l'entreprise (2007) - gratuit adhérent - 50 € HT non adhérent version papier
- Forum UDA sur la responsabilité sociale et la communication d'entreprise (2006) - gratuit adhérent - 50 € HT non adhérent version papier
- Développement durable et communication des entreprises (2004) - gratuit adhérent - 100 € HT non adhérent version papier
- Code de pratiques loyales concernant les panels et les enquêtes répétitives (accord Syntec-UDA) - gratuit adhérent et non-adhérent
- Charte des relations entre annonceurs donneurs d'ordres et sociétés d'animation (UDA-Sorap, 2007) - gratuit adhérent et non-adhérent

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- Observatoire du couponing en grande distribution (étude UDA-Ubiquick, 2002) - gratuit adhérent et non-adhérent
- E-marketing : la stratégie de la performance (Acsel-UDA, 2007) - gratuit adhérent et 13,37 € HT non-adhérent
- Glossaire CESP sur la mesure d'audience et de fréquentation d'internet (CESP-Diffusion Contrôle-Geste-IAB France-UDA, 2002) - gratuit pour adhérent et non-adhérent
- Internet, intranet et communication corporate : état des lieux et perspectives (2000) - gratuit pour adhérent et non-adhérent
- Les chiffres clés des annonceurs (2007) - gratuit pour adhérent et non-adhérent
- Publicité et croissance économique (2006) - gratuit pour adhérent - 79 € TTC pour non-adhérents
- Les quintiles annonceurs 2002-2004 (UDA-TNS Media Intelligence, 2005) - gratuit pour adhérent et non-adhérent
- Charte du contrôle quantitatif et de la bonne exécution des campagnes d'affichage nationales et régionales - gratuit pour adhérent et non-adhérent
- Charte de bonnes pratiques entre imprimeurs et donneurs d'ordres (accord AACC-Sicogif-UDA, 2005) - gratuit pour adhérent et non-adhérent
- Rémunérer ses agences - édition 2007 - 300 € HT adhérent - 650 € HT non-adhérent
- Guide de la relation entre l'annonceur et l'agence médias (UDA-Udecam, 2006) - gratuit adhérent - 100 €HT non-adhérent
- Guide de la relation entre l'annonceur et l'agence-conseil en communication (UDA-AACC, 2005) - gratuit adhérent - 100 € HT non-adhérent

Available for UDA members only:

- Les modèles mathématiques appliquées au marketing et à la communication (2004)
- Rémunération des artistes-interprètes jouant un rôle dans un film publicitaire (AACC-SFA-UDA, mise à jour 2007)
- Charte qualité des conseils indépendants en production audiovisuelle (2000)
- Grille de sélection et d'évaluation d'une agence-conseil en communication agricole (2001)
- Guide des relations entre un annonceur et une agence-conseil en relations publiques (accord Syntec RP-UDA)
- Guide des relations entre annonceurs et agences-conseils en promotion (AACC-UDA, 1998)
- Les multiples facettes de l'internet santé (UDA-Isidore, 2005)
- Guide des relations entre laboratoires et sociétés d'études (accord UDA-Asocs-Infostat, juin 2003)
- Information sur le médicament et publicité rédactionnelle (charte éthique UDA-SNPM, 2001)
- Actualisation des guides juridiques sur la promotion
- Les mentions légales obligatoires en publicité
- Les jeux, concours, loteries
- Les primes et cadeaux
- Guide pour la rédaction d'une clause de propriété littéraire et artistique entre un annonceur et une agence de conseil en communication
- Première approche comparative des législations européennes en matière de cadeau et vente avec prime aux consommateurs
- Première approche comparative des législations européennes en matière de rabais
- Les obligations de l'annonceur en matière de dépôt légal
- Vade-mecum relatif à la taxe de 1 % sur les imprimés publicitaires
- Le son en publicité
- Publicité alimentaires et mentions sanitaires : mode d'emploi
- Publicité et langue française : guide d'application de la loi Toubon
- La publicité comparative
- La nature juridique des rémunérations versées aux artistes-interprètes
- Contrat type - Contrat agence conseil en communication/annonceur
- Contrat type - Contrat de mandat d'achats d'espaces publicitaires
- Contrat type - Design
- Contrat type - Modèle de contrat de régie «Presspace»

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- Contrat type - Production film audiovisuel d'entreprise
- Contrat type - Relations publiques
- Contrat type - Site web : réalisation / hébergement
- Contrat type - Sociétés d'études (santé ou panel)

ITALY
Source: UPA
Contact: Giovanna Maggioni, Giovanna.maggioni@upa.it
Alberto Vivaldelli, alberto.vivaldelli@upa.it
www.upa.it

Documents available for UPA members only:

- Guida al rapporto tra utenti e agenzie di pubblicità (Optimizing Advertiser/Agency Relations)
- Contratto tipo tra utenti e agenzie di pubblicità (Model contract with advertising agency)
- Contratto tipo tra utenti e agenzie media (Model contract with media agency)
- Come si prepara un brief per l'agenzia di pubblicità (How to prepare a briefing)
- Contratto di sponsorizzazione (Sponsorship model contract)
- Contratto tipo tra utenti e agenzie di relazioni pubbliche (Model contract with public relation agency)
- Contratto tipo tra utenti e web agency (Model contract with web agency)
- Contratto tipo tra utenti e portali (Model contract with portal)
- Contratto tipo tra utenti e agenzie di product placement (Model contract with product placement agency)
- Contratto tipo tra utenti e case di produzione cinematografica (Model contract with film production company)
- Contratto tipo tra utenti e agenzie di promozione (Model contract with promotion agency)
- Guida agli aspetti normativi e fiscali delle manifestazioni a premio (Legal and fiscal guide for competition prizes)

PORTUGAL
Source: APAN
Contact: Manuela Botelho, manuela.botelho@apan.pt
www.apan.pt

- Contract between advertiser and Advertising Agency
- Contract between advertiser and Media Agency
- How to organize a "pitch" of Advertising and Media Agencies
- How to prepare a briefing
- The advertiser and the copyright
- Guide to select and use Media Auditor services
- Relationship and costs of TV ads
- Code of Best Practices in Commercial Communication of Alcoholic Beverages
- Code of Best Practices in Commercial Communication to Minors

SPAIN
Source: AEA
Contact: Juan Ramon Plana, jramonp@anunciantes.com
www.anunciantes.com

Best Practice Guides
(only available in Spanish)

- La seleccion de agencias
- El contrato con las agencias
- Seleccion y contrato con las Agencias de Medios

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- Seleccion y contrato con las Agencias de investigacion del mercado
- Contratacion y Gestion con las Televisiones nacionales
- Seleccion y contrato con las Agencias de Marketing Directo
- Seleccion y contrato con las Agencias de Marketing Promocional
- Selección y Contrato con las Agencias de Marketing Interactivo
- Código de Conducta Comercial del Sector publicitario español (signed by the AEA and 10 associations of the Advertisement in Spain)
- Observatorio AEA de la Publicidad (about Spanish TV)
- Código de autoregulation de la publicidad de alimentos dirigida a menores, prevencion de la obesidad y salud (Codigo PAOS)
- Código de Marketing Interactivo

UNITED KINGDOM
Source: ISBA
Contact: Traci Dunne, tracid@isba.org.uk
www.isba.org.uk

Publications available for ISBA members only

Advertiser / Agency Relationships

- Purchasing Music for Radio, TV, Cinema and other Marcoms
- A guide to Understanding and Negotiating Agency Overhead
- Advertiser-agency relationships: A Best Practice Toolkit
- Joint industry guide for Judging Creative Ideas
- ISBA/ ARC 'Paying for Advertising IV': the definitive 'state of the industry' report into advertiser - agency remuneration
- CIPS/IPA/ISBA Magic and Logic: redefining sustainable business practices for agencies, marketing and procurement
- ISBA Guidance on implications for advertisers of new TUPE employment regulations
- Guide to 'remuneration' now available
- Purchasing Public Relations - a guide for procurement professionals
- Top Tips' for enhancing procurement relationships with marketing and agencies
- Using the client brief website
- The Client Brief – full version
- The Client Brief – summary version
- Finding an agency - full version
- A best practice guide to forming a transparent relationship between a public relations consultancy and client
- Guide to choosing and using a media auditor
- Effective Representation' – ISBA proposals for building better advertiser/media owner relationships
- Ensuring best value from media investment
- ISBA / IPA Guidance on Payment by Results
- Guidance on ensuring agency cost transparency

Model Contract Terms for Client / Agency Relationships

- Creative
- Media
- Full Service
- Direct Marketing / Sales Promotion
- PR
- Website Design & Maintenance
- Digital Creative

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Television

- Briefing: ITV and Contract Rights Renewal
- CAP Copy Advice - ISBA/ CAP/ ASA briefing note
- Issues raised by broadcasters' simulcasting of TV channels - ISBA Guidance
- Opinion: CRR may not be forever, but it is for now
- Producing Advertising Commercials (TV and cinema): definitive ISBA - joint industry guide
- Ofcom guidance on sponsorship and commercial references in programming
- New terms and conditions for ITV airtime: ISBA Guidance
- Member guidance on interactive TV ad verification
- Guidance on TV airtime trading
- Final details of ITV Contract Rights Renewal Remedy (CRR)
- Guidance on TV commercial production and engagement of talent

Radio

- Repro charges - the advertisers' guide
- ISBA member guide to radio ad production
- Buying and evaluating radio campaigns
- Talent exclusivity and RACC procedures
- An Advertiser's Guide to Radio

Outdoor

- 10 easy steps to best practice in online campaign development
- Guidance on 'gatekeeper' repro charges
- Updated member guidance on fly posting / field advertising
- Guidance on use of 'scrollervision' outdoor sites
- ISBA – IPA outdoor production timetable
- Illegal flyposting: updated member guidance
- ISBA member alert on flyposting
- 'Invisible' costs in Outdoor – Guidance for ISBA members
- IPA guide to outdoor planning control
- Guidance for advertisers whose legally-bought sites are challenged by private individuals
- Guidance for advertisers using non-conventional and scrolling outdoor sites

Press

- Monthly circulation figures for monthly magazines: ISBA Guidance
- Guardian newspaper reformats: ISBA briefing
- Guidance on format changes at The Independent
- Reducing National Newspaper 'gatekeeper' charges
- Guidance on advertising in 'compact quality' tabloids
- ISBA – IPA joint guidance on trading practices at Northcliffe Newspapers
- Guidance on advertising in tabloid-sized versions of broadsheet newspapers
- Guidance on compensation for errors in reproduction of press advertisements
- Guidance for press advertisers on gatekeeping / repro charges

Digital

- Guidance: search engines and protection of trademarks
- Best practice in online promotion of food and drink to children
- ISBA Internet Advertising Sales Houses (IASH) Code of Conduct
- Advertisers welcome changes to BBC's iPlayer plans
- Spam filters: ISBA Briefing Paper
- Guidance on verifying the appearance of interactive TV advertisements
- ISBA member guide to the rules for SMS and e-mail marketing
- Illegal flyposting: updated member guidance
- 'Getting started' – the beginners' guide to interactive TV

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- Verification of appearance of press advertisements – updated guidance for advertisers

Direct
- Royal Mail bulk mail compensation scheme: judicial review judgement
- Briefing on Royal Mail's 'zonal pricing' proposals
- Pricing in proportion – key steps to prepare
- VAT on postal services - ISBA Briefing Paper
- Updated briefing on Royal Mail 'pricing in proportion'
- Updated 'model contract' for Promotions, Direct Marketing and Marketing Services agencies
- Member briefing/ consultation on Royal Mail pricing in proportion scheme
- ISBA postal issues update – size based pricing, compensation for delay and Royal Mail product developments
- Royal Mail price increase and change of rules on compensation for delay
- Sources of data for the direct marketing industry

Sponsorship, Promotions & Miscellaneous
- Guidance: Environmental claims in advertising
- Guidance: Use of the term "free" in ads clarified
- Working with Schools – Best Practice Principles (2008)
- Analysis of the effect of the rules changes on the content of TV alcohol advertisements
- ISBA supports 'disability in ads' initiative
- Gambling Act (2005) – guidance for members
- Advertising in business to business directories
- ISBA response to UCP Directive implementation consultation
- Gambling Commission recognition of advertising self-regulation welcomed by ISBA
- London 2012 brand protection - ISBA Briefing
- NTS and Premium Line telephone services – ISBA Briefing Paper
- Call for clarity in NTS and premium line telephone service number systems
- Medicines advertising: revisions to MHRA 'Blue Guide'
- Briefing on new rules for sponsorship and commercial references in programming
- ISBA briefing/guidance on new rules for alcohol advertising
- OFT Q and A on Consumer Credit Advertisements Regulations
- ICC International Code on Sponsorship
- London Business School Guide to Promotional Evaluation
- The Disability Discrimination Act 1995 – a guide for ISBA members

UNITED STATES
Source: ANA
Contact: Mary Anne Farrell, Mfarrell@ana.net
www.ana.net
Publications: http://www.ana.net/publications

- Marketing Comm. Procurement: Best Practices Booklet
- Optimizing Advertiser/Agency Relations
- Build a Better Financial Relationship with your Agencies
- Please Be Advised
- Agency Compensation: A guidebook
- Trends in Agency Compensation (13th Edition)
- Guidelines for Advertiser/Agency Contracts
- An Advertiser's Guide To: Television Commercial Production Management
- Selecting An Advertising Agency
- Event Marketing: A Management Guide
- Effective Frequency (2nd Edition)

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- Evaluating Agency Performance
- Guide to Media Management
- Media Planning: A Practical Guide
- Guidelines for Advertiser/Agency contracts
- Trends in Agency Compensation (14th Edition)
- ROI for Marketing: Balancing Accountability with Long-Term Needs
- Managing your Media Organization
- Inside Advertiser and Agency Relationships
- Best Practices in Branded Entertainment
- Driving Brand Equity and Accountability

WFA
Contact: Caroline Ceska, c.ceska@wfanet.org
www.wfanet.org

- Executive Briefing Paper: Sourcing Media Auditing – Key learning points from a procurement perspective.
- Executive Briefing Paper: WFA Sponsorship Taskforce: Lessons Learned from Lessons Shared.
- WFA Media Charter: Best practice and advertisers' principles and objectives in relation to advertising media. Available in English, French, Spanish, Finnish, Norwegian, Japanese. To be updated in 2008.
- Global guidelines for television audience measurement
- Selecting a media agency
- Choosing and using a media auditor
- Finding a procure-all solution: how to build the right relationship between agencies and procurement professionals
- A standard training agenda for procurement professionals
- Blueprint for consumer-centric holistic measurement
- Global interactive advertising campaign measurement guidelines

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